

ORDER



Orders

Order / Rev:	68956
Alt Order #:	9853530 /Brad
Product Desc:	John McNally-SD15
Estimate:	
Flight Dates:	10/30/12 - 11/06/12
Original Date / Rev:	10/29/12 / 11/02/12
Order Type:	GENERAL

WHP-TV CBS21

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

Agency

Name:	Red Maverick Media
Buying Contact:	
Billing Contact:	
	401 N 2nd Street
	Harrisburg, PA 17101

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	McNally/R/PA Senate
Demographic:	A35+
Product Codes:	State Elections
Priority:	P-3
Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	95	\$31,205.00	\$26,524.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	95	\$31,205.00	\$26,524.25	0.00
Totals	95	\$31,205.00	\$26,524.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Millennium Washington DC	Start Of Order - End Of Order	100%
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Order Share

	Share	Total
WHP-TV CBS21	25%	\$31,205.00
Market	100%	\$124,820.00

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	75%	\$93,615.00
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/30/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	MTWTF--	:30	5	\$30.00	P-3	0.00	NM	5	\$150.00
N 2	WHP	10/30/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	MTWTF--	:30	5	\$30.00	P-3	0.00	NM	5	\$150.00
N 3	WHP	10/30/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	MTWTF--	:30	5	\$70.00	P-3	0.00	NM	5	\$350.00
N 4	WHP	10/30/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	MTWTF--	:30	5	\$70.00	P-3	0.00	NM	5	\$350.00
N 5	WHP	10/30/12	11/05/12	CBS This Morning CBS This Morning	CM	7a-9a	MTWTF--	:30	6	\$40.00	P-3	0.00	NM	6	\$240.00
N 6	WHP	10/30/12	11/05/12		CM	1030a-1130a	-----S	:30	1	\$285.00	P-3	0.00	NM	1	\$285.00

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Advertiser: McNally/R/PA Senate
Product Desc: John McNally-SD15
Estimate:

WHP-TV CBS21

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 Flight Dates: 10/30/12 - 11/06/12

Advertiser: McNally/R/PA Senate
 Product Desc: John McNally-SD15
 Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N12	WHP	10/30/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	2	\$800.00
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
3	WHP	10/30/12-11/05/12	M-F 7p-730p	See MG 18.3,18.4,18.5,18.6,18.7,18.8,18.9,18.10,18.11,18.12,18.13,18.14,18.15,18.16,18.17,18.18 [No Avail]	7p-730p	MTWThF----	:30	:30	(\$400.00)	0.00	0.00	NM			
4	WHP	10/30/12-11/05/12	M-F 7p-730p	See MG 10.6,10.7,10.8,10.9,10.10 [No Avail]	7p-730p	MTWThF----	:30	:30	(\$400.00)	0.00	0.00	NM			
5	WHP	10/30/12-11/05/12	M-F 7p-730p	See MG 18.3,18.4,18.5,18.6,18.7,18.8,18.9,18.10,18.11,18.12,18.13,18.14,18.15,18.16,18.17,18.18 [No Avail]	7p-730p	MTWThF----	:30	:30	(\$400.00)	0.00	0.00	NM			
N13	WHP	10/30/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$450.00	P-3	0.00	NM	6	\$900.00
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
1	WHP	10/30/12-11/05/12	M-F 730p-8p	See MG 18.3,18.4,18.5,18.6,18.7,18.8,18.9,18.10,18.11,18.12,18.13,18.14,18.15,18.16,18.17,18.18 [No Avail]	730p-8p	MTWThF----	:30	:30	(\$450.00)	0.00	0.00	NM			
2	WHP	10/30/12-11/05/12	M-F 730p-8p	See MG 18.3,18.4,18.5,18.6,18.7,18.8,18.9,18.10,18.11,18.12,18.13,18.14,18.15,18.16,18.17,18.18 [No Avail]	730p-8p	MTWThF----	:30	:30	(\$450.00)	0.00	0.00	NM			
4	WHP	10/30/12-11/05/12	M-F 730p-8p	See MG 13.6,13.7,13.8,13.9,13.10 [Due to Political] Due to Political	730p-8p	MTWThF----	:30	:30	(\$450.00)	0.00	0.00	NM			
5	WHP	10/30/12-11/05/12	M-F 730p-8p	See MG 18.3,18.4,18.5,18.6,18.7,18.8,18.9,18.10,18.11,18.12,18.13,18.14,18.15,18.16,18.17,18.18 [No Avail]	730p-8p	MTWThF----	:30	:30	(\$450.00)	0.00	0.00	NM			
6	WHP	11/01/12-11/05/12	M-F 2p-3p	2p-3p		M- - ThF----	:30	\$135.00	0.00	NM					
7	WHP	11/01/12-11/05/12	M-F 2p-3p	2p-3p		M- - ThF----	:30	\$135.00	0.00	NM					
8	WHP	10/30/12-11/05/12	Face the State	1130a-12p		-----Su	:30	\$110.00	0.00	NM					
9	WHP	10/30/12-11/05/12	Sa-Su LF	11:30 PM-12:30	11:30 PM-12:30	-----SaSu	:30	\$35.00	0.00	NM					
10	WHP	10/30/12-11/05/12	Sa-Su LF	11:30 PM-12:30	11:30 PM-12:30	-----SaSu	:30	\$35.00	0.00	NM					
N14	WHP	10/30/12	11/05/12	Sa Prime Access RotatoCM Sa Prime Access Rotator	7p-8p	-----S-	:30	4	\$135.00	P-3	0.00	NM	4	\$540.00	
N15	WHP	10/30/12	11/05/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N16	WHP	10/30/12	11/05/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----SS	:30	5	\$90.00	P-3	0.00	NM	2	\$180.00
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
2	WHP	10/30/12-11/05/12	Sa-Su 11p-1130p News	Credited [Credited Spot]	11p-1130p	-----SaSu	:30	(\$90.00)	0.00	NM					
4	WHP	10/30/12-11/05/12	Sa-Su 11p-1130p News	See MG 18.3,18.4,18.5,18.6,18.7,18.8,18.9,18.10,18.11,18.12,18.13,18.14,18.15,18.16,18.17,18.18 [No Avail]	11p-1130p	-----SaSu	:30	(\$90.00)	0.00	NM					
5	WHP	10/30/12-11/05/12	Sa-Su 11p-1130p News	See MG 18.3,18.4,18.5,18.6,18.7,18.8,18.9,18.10,18.11,18.12,18.13,18.14,18.15,18.16,18.17,18.18 [No Avail]	11p-1130p	-----SaSu	:30	(\$90.00)	0.00	NM					
N17	WHP	10/30/12	11/05/12	Mon Reg 1 Mon 8p-9p	CM	8p-9p	M-----	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00

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Advertiser: McNally/R/PA Senate
 Product Desc: John McNally-SD15
 Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N17	WHP	10/30/12	11/05/12	Mon Reg 1 Mon 8p-9p	CM	8p-9p	M-----	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
N18	WHP	10/30/12	11/05/12	Mon Reg 2 Mon 9p-10p	CM	9p-10p	M-----	:30	2	\$1,400.00	P-3	0.00	NM	20	\$13,640.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N18	WHP	10/30/12	11/05/12	Mon Reg 2 Mon 9p-10p	CM	9p-10p	M-----	:30	2	\$1,400.00	P-3	0.00	NM	20	\$13,640.00	
Spot	Ch	Date Range		Description		Start/End Time				Weekdays		Length		Rate	Rtg	Type
1	WHP	10/30/12-11/05/12		Mon Reg 2		9p-10p				M-----		:30	(\$1,400.00)	0.00	NM	
				See MG 18.3,18.4,18.5,18.6,18.7,18.8,18.9,18.10,18.11,18.12,18.13,18.14,18.15,18.16,18.17,18.18 [No Avail]												
2	WHP	10/30/12-11/05/12		Mon Reg 2		9p-10p				M-----		:30	(\$1,400.00)	0.00	NM	
				See MG 18.3,18.4,18.5,18.6,18.7,18.8,18.9,18.10,18.11,18.12,18.13,18.14,18.15,18.16,18.17,18.18 [No Avail]												
3	WHP	10/30/12-11/05/12		Mon Reg 2		9p-10p				M-----		:30	(\$1,500.00)	0.00	NM	
Ⓜ				Credited [Credited Spot]												
4	WHP	10/30/12-11/05/12		Wed Reg 2		9p-10p				--W-----		:30	\$1,600.00	0.00	NM	
Ⓜ				MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight]												
5	WHP	10/30/12-11/05/12		Fri Reg 1		8p-9p				----F---		:30	\$800.00	0.00	NM	
Ⓜ				MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [Due to Political] Due to Political												
6	WHP	10/30/12-11/05/12		NFL RS Game Steelers		4:00 PM-7:00 PM	4:00 PM-7:00 P-----		Su	:30	(\$1,800.00)	0.00	NM			
Ⓜ				See MG 18.19,18.20,18.21,18.22,18.23,18.24 [Due to Political] Due to Political												
7	WHP	10/30/12-11/05/12		NFL RS Game Steelers		4:00 PM-7:00 PM	4:00 PM-7:00 P-----		Su	:30	\$3,000.00	0.00	NM			
Ⓜ				MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight]												
8	WHP	10/31/12-11/05/12		M-F 7p-730p		7p-730p				M-WThF----		:30	\$700.00	0.00	NM	
Ⓜ				MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [Due to Political] Due to Political												
9	WHP	10/31/12-11/05/12		M-F 7p-730p		7p-730p				M-WThF----		:30	\$700.00	0.00	NM	
Ⓜ				MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight]												
10	WHP	10/31/12-11/05/12		M-F 730p-8p		730p-8p				M-WThF----		:30	\$800.00	0.00	NM	
Ⓜ				MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [Due to Political] Due to Political												
11	WHP	10/31/12-11/05/12		M-F 730p-8p		730p-8p				M-WThF----		:30	\$800.00	0.00	NM	
Ⓜ				MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight]												
12	WHP	10/31/12-11/05/12		M-F 730p-8p		730p-8p				M-WThF----		:30	\$800.00	0.00	NM	
Ⓜ				MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight]												
13	WHP	10/30/12-11/05/12		Thu Reg 1		8p-9p				--Th-----		:30	\$1,700.00	0.00	NM	
Ⓜ				MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight]												
14	WHP	10/30/12-11/05/12		Sun Reg 1		7p-8p				-----Su		:30	\$1,800.00	0.00	NM	
Ⓜ				MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight]												
15	WHP	10/31/12-11/05/12		M-F 4p-5p		4p-5p				M-WThF----		:30	\$150.00	0.00	NM	
Ⓜ				MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight]												
16	WHP	10/31/12-11/05/12		M-F 4p-5p		4p-5p				M-WThF----		:30	\$150.00	0.00	NM	
Ⓜ				MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight]												
17	WHP	10/31/12-11/05/12		Late Late Show		1235a-135a				M-WThF----		:30	\$20.00	0.00	NM	
Ⓜ				MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight]												
18	WHP	10/31/12-11/05/12		Late Late Show		1235a-135a				M-WThF----		:30	\$20.00	0.00	NM	
Ⓜ				MG for 11.2,12.3,13.2,33.2,13.5,11.1,18.2,16.5,18.1,24.1,31.1,13.1,19.1,22.1,25.1,12.5,21.1,33.1,26.1,16.4 [MG within Flight]												
19	WHP	10/30/12-11/05/12		Sa-Su 11p-1130p News		11p-1130p				-----SaSu		:30	\$200.00	0.00	NM	
Ⓜ				MG for 18.6 11/04 [MG within Flight]												
20	WHP	10/30/12-11/05/12		Sa-Su 11p-1130p News		11p-1130p				-----SaSu		:30	\$200.00	0.00	NM	

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WHP-TV CBS21

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N18	WHP	10/30/12	11/05/12	Mon Reg 2 Mon 9p-10p	CM	9p-10p	M-----	:30	2	\$1,400.00	P-3	0.00	NM	20	\$13,640.00
<u>Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type</u>															
21	WHP	11/05/12-11/06/12	M-F	5a-6a News		5a-6a				MT-----	:30	\$60.00	0.00	NM	
		(M) MG for 18.6 11/04		[MG within Flight]											
22	WHP	11/05/12-11/06/12	M-F	5a-6a News		5a-6a				MT-----	:30	\$60.00	0.00	NM	
		(M) MG for 18.6 11/04		[MG within Flight]											
23	WHP	11/05/12-11/06/12	M-F	5a-6a News		5a-6a				MT-----	:30	\$60.00	0.00	NM	
		(M) MG for 18.6 11/04		[MG within Flight]											
24	WHP	10/30/12-11/05/12	Sa	1230a-130a		1230a-130a				-----Sa--	:30	\$20.00	0.00	NM	
		(M) MG for 18.6 11/04		[MG within Flight]											
N19	WHP	10/30/12	11/05/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	-T-----	:30	1	\$1,800.00	P-3	0.00	NM	0	\$0.00
<u>Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type</u>															
1	WHP	10/30/12-11/05/12	Tue Reg 1		8p-9p		-T-----	:30	(\$1,800.00)	0.00	NM				
See MG 18.3,18.4,18.5,18.6,18.7,18.8,18.9,18.10,18.11,18.12,18.13,18.14,18.15,18.16,18.17,18.18 [No Avail]															
N20	WHP	10/30/12	11/05/12	Tue Reg 2 Tue 9p-10p	CM	9p-10p	-T-----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
N21	WHP	10/30/12	11/05/12	Tue Reg 3 Tue 10p-11p	CM	10p-11p	-T-----	:30	1	\$1,300.00	P-3	0.00	NM	0	\$0.00
<u>Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type</u>															
1	WHP	10/30/12-11/05/12	Tue Reg 3		10p-11p		-T-----	:30	(\$1,300.00)	0.00	NM				
See MG 18.3,18.4,18.5,18.6,18.7,18.8,18.9,18.10,18.11,18.12,18.13,18.14,18.15,18.16,18.17,18.18 [No Avail]															
N22	WHP	10/30/12	11/05/12	Wed Reg 2 Wed 9p-10p	CM	9p-10p	--W----	:30	1	\$1,100.00	P-3	0.00	NM	0	\$0.00
<u>Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type</u>															
1	WHP	10/30/12-11/05/12	Wed Reg 2		9p-10p		--W----	:30	(\$1,100.00)	0.00	NM				
See MG 18.3,18.4,18.5,18.6,18.7,18.8,18.9,18.10,18.11,18.12,18.13,18.14,18.15,18.16,18.17,18.18 [No Avail]															
N23	WHP	10/30/12	11/05/12	Thu Reg 1 Thu 8p-9p	CM	8p-9p	---T---	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
N24	WHP	10/30/12	11/05/12	Fri Reg 1 Fri 8p-9p	CM	8p-9p	----F--	:30	1	\$750.00	P-3	0.00	NM	0	\$0.00
<u>Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type</u>															
1	WHP	10/30/12-11/05/12	Fri Reg 1		8p-9p		----F--	:30	(\$750.00)	0.00	NM				
See MG 18.3,18.4,18.5,18.6,18.7,18.8,18.9,18.10,18.11,18.12,18.13,18.14,18.15,18.16,18.17,18.18 [No Avail]															
N25	WHP	10/30/12	11/05/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	-----S-	:30	1	\$1,000.00	P-1	0.00	NM	0	\$0.00
<u>Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type</u>															
1	WHP	10/30/12-11/05/12	Sat Reg 1		8p-9p		-----S-	:30	(\$1,000.00)	0.00	NM				
See MG 18.3,18.4,18.5,18.6,18.7,18.8,18.9,18.10,18.11,18.12,18.13,18.14,18.15,18.16,18.17,18.18 [Program Change]															
N26	WHP	10/30/12	11/05/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,000.00	P-3	0.00	NM	0	\$0.00
<u>Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type</u>															
1	WHP	10/30/12-11/05/12	Sun Reg 1		7p-8p		-----S	:30	(\$1,000.00)	0.00	NM				
See MG 18.3,18.4,18.5,18.6,18.7,18.8,18.9,18.10,18.11,18.12,18.13,18.14,18.15,18.16,18.17,18.18 [No Avail]															
N27	WHP	10/30/12	11/05/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00

Order / Rev: 68956
Alt Order #: 9853530 /Brad
Flight Dates: 10/30/12 - 11/06/12

Advertiser: McNally/R/PA Senate
Product Desc: John McNally-SD15
Estimate:

WHP-TV CBS21